

September 20, 2007

Mr. Les Boles, Director
Office of State Budget
1201 Main Street, Suite 950
Columbia, SC 29201

Dear Mr. Boles,

Enclosed please find the South Carolina State Museum Commission's Budget Plan for Fiscal Year 2008 – 2009. The Museum is requesting recurring funds of \$175,000 and non-recurring funds of \$160,000 totaling \$335,000 for three priority requests. We are not requesting incremental FTE's over current status. The Museum is requesting NO proviso changes.

Sincerely,

William Calloway

William Calloway
Executive Director

FISCAL YEAR 2008-09 BUDGET PLAN

I. EXECUTIVE SUMMARY

A. Agency Section/Code/Name: Section 19/H95/South Carolina State Museum Commission

B. Statewide Mission: Through innovative partnerships, comprehensive collections, and stimulating exhibits and programs, the South Carolina State Museum provides educational environments that entertain, inspire imagination and creativity, and enrich the lives of visitors.

C. Summary Description of Strategic or Long-Term Goals:

- (1) OPERATIONS - Increasing attendance and revenues in order to become more self-sustaining and reduce and offset the loss of the amount of annual State appropriation.
- (2) SUPPORT - Increasing citizen, corporate, and foundation private financial support for the museum.
- (3) ACQUISITIONS - Acquire, preserve and use collections of distinction.
- (4) CONTENT - To improve exhibits educational programs and public programs.
- (5) SERVICE - To provide assistance to the statewide museum community and to forge strategic alliances and partnerships that will magnify the museum's ability to provide benefits to the public.
- (6) FACILITIES - Provide facilities and technology that meet customer expectations, museum standards and programming needs.
- (7) QUALITY - To secure a growing and diverse funding base to meet operational needs and to enable the museum to fulfill its vision of an ever-changing institution that is a model among museums nationally.

D.

Summary of Operating Budget Priorities for FY 2008-09:		FUNDING					FTEs			
		State Non-Recurring	State Recurring	Federal	Other	Total	State	Fed.	Other	Total
Priority No.: 1	Title: Education	25000	35000	0	0	\$60,000	0	0	0	0.00
Strategic Goal No. 1,2,4,5,6,7 Activity Number & Name: Education - 882										
Priority No.: 2	Title: Exhibits	75000	45000	0	0	\$120,000	0	0	0	0.00

Summary of Operating Budget Priorities for FY 2008-09:		FUNDING					FTEs			
		State Non-Recurring	State Recurring	Federal	Other	Total	State	Fed.	Other	Total
Strategic Goal No. 1,2,4,5,6,7 Activity Number & Name: Exhibits - 883										
Priority No.: 3	Title: Marketing	75000	80000	0	0	\$155,000	0	0	0	0.00
Strategic Goal No. 1,2,4,5,6,7 Activity Number & Name: Operations - 884										
TOTAL OF ALL PRIORITIES		\$175,000	\$160,000	\$ 0	\$ 0	\$335,000	0.00	0.00	0.00	0.00

E. Agency Recurring Base Appropriation:
 State \$ 5,315,506
 Federal\$
 Other \$ 1,530,000

- F. Efficiency Measures:
- The agency has reduced operating and personnel expenses while at the same time increasing earned revenues.
 - The agency requested and received \$250,000 in grants from the City of Columbia and surrounding counties to fund out of area marketing initiatives.
 - FTE staffing levels has been reduced to 38 from an approved level of 67.
 - Earned revenue has increased as a result of enhanced programming and marketing so as a result certain expenses supporting the mission of the museum were able to remain funded rather than be eliminated.
 - As a result of the passed legislation the museum was able to generate over \$125,000 of new revenues via food service
 - New Crescent Café - On site restaurant generated \$69,000
 - Boxed lunch program for schools generated \$13,000 in sales.
 - Catering generated \$43,000 in sales

- Our Cost per Visitor has been reduced from \$43 to \$30; a \$13 improvement.
- The bringing in of the high profile blockbuster exhibits generated increased attendance and revenues.
- The expansion of a series of signature events such as the Fall Festival and Halloween exhibits increased attendance and the resulting earned revenue.
- Outsourcing the “Summer Camp” program generated incremental dollars and quadrupled participation.
- Use of partner organizations to present programs at THEIR expense to our visitors such as Palmetto Health and Festival of Trees, the Miniature Society for the Miniature Show, Storytellers network for Story tellers day etc etc
- Use of professional expertise especially in exhibits design and fabrication to generate additional earned revenue via contract services.
- The museum took its retail products off-site to sell at assorted shows and as a result generates an additional \$25,000 in store sales.

G.

Summary of Capital Budget Priorities:			Additional State Funds	Previously Authorized State Funds	Total Other Fund Sources	Project Total
Priority No.:	<u>Project Name:</u> Activity Number & Name:	Project No*:	0	0	0	\$ 0
Priority No.:	<u>Project Name:</u> Activity Number & Name:	Project No*:	0	0	0	\$ 0
Priority No.:	<u>Project Name:</u> Activity Number & Name:	Project No*:	0	0	0	\$ 0
TOTAL OF ALL CAPITAL BUDGET PRIORITIES			\$ 0	\$ 0	\$ 0	\$ 0

* If applicable

H. Number of Proviso Changes: 0

I. Signature/Agency Contacts/Telephone Numbers:
William Calloway, Agency Director/803-898-4930
Gina Huffman, Finance Director/803-898-5766

II. DETAILED JUSTIFICATION FOR FY 2008-09 OPERATING BUDGET PRIORITIES

- A. Agency Section/Code/Name: 19/H95/South Carolina State Museum Commission
- B. Priority No. 1 of 3
- C. (1) Title: Education
(2) Summary Description: The museum is seeking funding to expand the impact of the educational content and staff expertise outside of the walls of the museum to all areas of the state. Additionally, the museum seeks to penetrate a larger portion of the school base by providing a transportation fund for disadvantaged districts. The recurring request consists of \$10,000 to lease a large van and \$25,000 for a matching fund for transportation for disadvantaged schools to come to the museum. Also we are requesting non-recurring money of \$25,000 to provide a StarLab dome, hands on educational kits which are sent to schools for specific programs, and other tools needed to teach off premises such as telescopes and other educational aids.
(3) Strategic Goal/Action Plan (*if applicable*): This funding request relates directly to our strategic goals of (1) Operations, (2) Support, (4) Content (5) Service (6) Facilities and (7) Quality. A educational initiative that impacts more citizens of South Carolina leading to more attendance, improved content, forge new partnerships, raise the quality level of the experience, and increase private support. This program will be overseen by the newly reconstituted outreach department who will dedicate their personnel resources specifically to this focused initiative to impact those who have probably never had the opportunity to experience the wonder and excitement of the State Museum.
- D. Budget Program Number and Name: IIC – Education
- E. Agency Activity Number and Name: “Education - 882”,
- F. Detailed Justification for Funding
 - (1) Justification for Funding Increase:
 - a) Mission and Outcomes – The primary mission of the museum is to educate and inspire school children and other visitors. Successful outcome measures include the increased attendance and participation, the number of off site visits made, the number of classes presented, and positive feedback from the teachers confirming the museum aided in score improvement. The museum works with numerous science, educational, art and history organizations including the SC Arts Commission, SC Archives, and the Department of Education in the delivery of these outcomes.
 - b) The base funding currently does not cover the costs of the materials and support needed for an extensive outreach program. The requested funding will allow the museum to increase and enhance its impact and reach of its educational product to both museum visitors and non-visitors.
 - c) The South Carolina State Museum is the largest museum in the state and is the only one charged by statute to be all encompassing of the State’s history. Other museums with very specific and limited content that are State funded are the

McKissick museum at USC and the Confederate Relic Room; both located in Columbia. The State Museum ranks third in the state in field trip attendance.

- d) This is a priority in order for the State Museum to effectively fulfill our mission of being an educational institution that reaches all of South Carolina.
- e) There are no other sources of funds available to be used for this purpose.
- f) There is no existing General Funds carry forward and the Trustees of the Museum Commission have earmarked and restricted Other Funds Cash balances have been committed to other pressing needs of the facility such as new web site and new retail software.

(2)

FY 2008-09 Cost Estimates:	State Non-Recurring Funds	State Recurring Funds	Federal	Other	Total
Personnel:					
(a) Number of FTEs*					0.00
(b) Personal Service					\$ 0
(c) Employer Contributions					\$ 0
Program/Case Services					\$ 0
Pass-Through Funds					\$ 0
Other Operating Expenses	\$25,000	\$35,000			\$60,000
Total	\$25,000	\$35,000	\$ 0	\$ 0	\$60,000
<i>* If new FTEs are needed, please complete Section G (Detailed Justification for FTEs) below.</i>					

(3) Base Appropriation:

IIC
 State \$ 165,805
 Federal \$
 Other \$ 30,000

(4) Is this priority associated with a Capital Budget Priority? _____ If yes, state Capital Budget Priority Number and Project Name: _____.

G. Detailed Justification for FTEs

(1) Justification for New FTEs

(a) Justification:

(b) Future Impact on Operating Expenses or Facility Requirements:

(2) Position Details:

	State	Federal	Earmarked	Restricted	Total
Position Title:					
(a) Number of FTEs					0.00
(b) Personal Service					\$ 0
(c) Employer Contributions					\$ 0

	State	Federal	Earmarked	Restricted	Total
Position Title:					
(a) Number of FTEs					0.00
(b) Personal Service					\$ 0
(c) Employer Contributions					\$ 0

(3) FTEs in Program Area per FY 2007-08 Appropriation Act:

State _____

Federal _____

Other _____

Agency-wide Vacant FTEs as of July 31, 2007: _____

% Vacant _____%

H. Other Comments:

A. Agency Section/Code/Name: 19/H95/South Carolina State Museum Commission

B. Priority No. 2 of 3

C. (1) Title: Exhibits

(2) Summary Description: The museum is seeking recurring funding (\$45,000) for an additional exhibit fabricator/craftsman to better maintain the existing exhibits and to improve production time and quality on new exhibit fabrication. Also we are asking for \$75,000 in one time money to renovate our science and technology theater into a multiple use facility (computer lab and demonstration theater) and accompanying interactive exhibits.

(3) Strategic Goal/Action Plan (*if applicable*): This funding request relates directly to our strategic goals of (1) Operations, (2) Support, (4) Content (5) Service (6) Facilities and (7) Quality. We have a highly qualified exhibits director who will oversee the staff person and work in conjunction with the science director to maximize the impact of the renovated facilities.

D. Budget Program Number and Name: IIB – Exhibits

E. Agency Activity Number and Name: “Exhibits - 883”,

F. Detailed Justification for Funding

(1) Justification for Funding Increase:

- a) Mission and Outcomes –The museum turns 20 years old in 2008 and unfortunately looks it age. The science area specifically is woefully outdated with archaic exhibits. Successful outcome measures include the increased attendance and participation, more educational material taught and communicated, increased teacher participation through uses of new computer lab, the number of classes presented, and positive feedback from the teachers confirming the museum aided in score improvement. The museum works with numerous science, educational, and media organizations including the NASA, SC Squared, ETV, and the Department of Education in the delivery of these outcomes.
- b) The base funding currently does not cover the costs of these facility upgrades or for this current vacant position. The requested funding will allow the museum to increase and enhance its impact and reach of its educational product to both museum visitors and non-visitors.
- c) The South Carolina State Museum is the largest museum in the state and is the only one charged by statute to be all encompassing of the State’s history. Other museums with very specific and limited content that are State funded are the McKissick museum at USC and the Confederate Relic Room; both located in Columbia. The State Museum ranks third in the state in field trip attendance.
- d) This is a priority in order for the State Museum to effectively fulfill our mission of being an quality educational institution that reaches all of South Carolina with current, competitive, and unique exhibits and methodology.
- e) There are no other sources of funds available to be used for this purpose.

- f) There is no existing General Funds carry forward and the Trustees of the Museum Commission have earmarked and restricted Other Funds Cash balances have been committed to other pressing needs of the facility such as new web site and new retail software.

(2)

FY 2008-09 Cost Estimates:	State Non-Recurring Funds	State Recurring Funds	Federal	Other	Total
Personnel:					
(a) Number of FTEs*					0.00
(b) Personal Service		\$35,000			\$35,000
(c) Employer Contributions		\$10,000			\$10,000
Program/Case Services					\$ 0
Pass-Through Funds					\$ 0
Other Operating Expenses	\$75,000				\$75,000
Total	\$75,000	\$45,000	\$ 0	\$ 0	\$120,000
<i>* If new FTEs are needed, please complete Section G (Detailed Justification for FTEs) below.</i>					

- (3) Base Appropriation:
- | | | |
|---------|------------|-------------|
| | IIB | IIIC |
| State | \$ 607,565 | \$451,528 |
| Federal | \$ | |
| Other | \$ 75,000 | \$67,729 |

- (4) Is this priority associated with a Capital Budget Priority? _____ If yes, state Capital Budget Priority Number and Project Name: _____.

G. Detailed Justification for FTEs

- (2) Justification for New FTEs

- (a) Justification:
(b) Future Impact on Operating Expenses or Facility Requirements:

(2) Position Details:

	State	Federal	Earmarked	Restricted	Total
Position Title:					
(a) Number of FTEs					0.00
(b) Personal Service					\$ 0
(c) Employer Contributions					\$ 0

	State	Federal	Earmarked	Restricted	Total
Position Title:					
(a) Number of FTEs					0.00
(b) Personal Service					\$ 0
(c) Employer Contributions					\$ 0

(3) FTEs in Program Area per FY 2007-08 Appropriation Act:

State _____
Federal _____
Other _____

Agency-wide Vacant FTEs as of July 31, 2007: _____

% Vacant _____%

H. Other Comments:

A. Agency Section/Code/Name: 19/H95/South Carolina State Museum Commission

B. Priority No. 3 of 3

D. (1) Title: Marketing

(2) Summary Description: The museum is seeking recurring funding of \$80,000 for a Director of Marketing and \$75,000 for marketing and promotional dollars for a year long celebration of the 20th anniversary of the museum.

(3) Strategic Goal/Action Plan (*if applicable*): This funding request relates directly to our strategic goals of (1) Operations, (2) Support, (4) Content (5) Service (6) Facilities and (7) Quality. The marketing campaign will be overseen by the new Deputy Director and will be supported by an event promotional firm and advertising agency.

D. Budget Program Number and Name: IIE – Public Info and Marketing

E. Agency Activity Number and Name: “Operations - 884”,

F. Detailed Justification for Funding

(1) Justification for Funding Increase:

- g) Mission and Outcomes –The museum turns 20 years old in 2008 and will use this campaign to reenergize the awareness of the museum and all of its wonderful content including exhibits, programs, and its unique artifacts. Also included would be a 20th anniversary Gala that would reach out to potential partners and supporters from around the state to tell our compelling story which would lead to buy in and support. As the museum operates in an ever increasing highly competitive environment we need a marketing professional who can develop the specific strategies to aggressively market the facility. The primary outcome measure would obviously be increased attendance but also we would be creating a positive image shift in the market as well. With more attendance, we would have more educational impact which would also lead to new partnerships and support.
- h) The base funding currently does not cover the costs of this marketing campaign or for this current vacant position. The requested funding will allow the museum to increase and enhance its impact and reach of its educational product to both museum visitors and non-visitors.
- i) The South Carolina State Museum is the largest museum in the state and is the only one charged by statute to be all encompassing of the State’s history. Other museums with very specific and limited content that are State funded are the McKissick museum at USC and the Confederate Relic Room; both located in Columbia. The State Museum ranks third in the state in field trip attendance.
- j) This is a priority in order for the State Museum to effectively fulfill our mission of being an quality educational institution that reaches all of South Carolina with current, competitive, and unique exhibits and methodology.
- k) There are no other sources of funds available to be used for this purpose.

- 1) There is no existing General Funds carry forward and the Trustees of the Museum Commission have earmarked and restricted Other Funds Cash balances have been committed to other pressing needs of the facility such as new web site and new retail software.

(2)

FY 2008-09 Cost Estimates:	State Non-Recurring Funds	State Recurring Funds	Federal	Other	Total
Personnel:					
(a) Number of FTEs*					0.00
(b) Personal Service		\$62,000			\$62,000
(c) Employer Contributions		\$18,000			\$18,000
Program/Case Services					\$ 0
Pass-Through Funds					\$ 0
Other Operating Expenses	\$75,000				\$75,000
Total	\$75,000	\$80,000	\$ 0	\$ 0	\$155,000
<i>* If new FTEs are needed, please complete Section G (Detailed Justification for FTEs) below.</i>					

- (3) Base Appropriation:
- | | | |
|---------|------------|-------------|
| | IIE | IIIC |
| State | \$ 250,500 | \$451,528 |
| Federal | \$ | |
| Other | \$ 143,461 | \$67,729 |

- (4) Is this priority associated with a Capital Budget Priority? _____ If yes, state Capital Budget Priority Number and Project Name: _____.

G. Detailed Justification for FTEs

- (3) Justification for New FTEs
- (a) Justification:
- (b) Future Impact on Operating Expenses or Facility Requirements:

(2) Position Details:

	State	Federal	Earmarked	Restricted	Total
Position Title:					
(a) Number of FTEs					0.00
(b) Personal Service					\$ 0
(c) Employer Contributions					\$ 0

	State	Federal	Earmarked	Restricted	Total
Position Title:					
(a) Number of FTEs					0.00
(b) Personal Service					\$ 0
(c) Employer Contributions					\$ 0

(3) FTEs in Program Area per FY 2007-08 Appropriation Act:

State _____
Federal _____
Other _____

Agency-wide Vacant FTEs as of July 31, 2007: _____

% Vacant _____%

H. Other Comments:

FY 2008-09 COST SAVINGS & ACTIVITY PRIORITY ADDENDUM

I. PRIORITY ASSESSMENT OF ACTIVITIES – HIGHEST PRIORITIES

A. Agency Section/Code/Name: Section 19/H95/South Carolina State Museum Commission

B.

Priority Assessment of Activities – Highest Priorities	General	Federal	Supplemental	Capital Reserve	Other	Total	FTEs
Activity Number & Name: 882- Education	869920	0	0	0	156872	\$1,026,792	8
Activity Number & Name: 883 - Exhibits	752751	0	0	0	143407	\$896,158	8
Activity Number & Name: 884 - Operations	794708	0	25000	0	975792	\$1,795,500	7
Activity Number & Name: 881 - Collections	624911	0	25000	0	69451	\$719,362	6
Activity Number & Name:	0	0	0	0	0	\$ 0	0
TOTAL OF HIGHEST PRIORITIES	\$3,042,290	\$ 0	\$50,000	\$ 0	\$1,345,522	\$4,437,812	29.00

FY 2008-09 ACTIVITY PRIORITY ADDENDUM

II. PRIORITY ASSESSMENT OF ACTIVITIES – LOWEST PRIORITIES

A. **Agency Section/Code/Name:** Section 19/H95/South Carolina State Museum Commission

B. **Agency Activity Number and Name:** 1733 – York County Museum

C. **Explanation of Lowest Priority Status:** These funds are not a core objective of our agency and are helping to fund a new facility that will compete directly with the State Museum and diminish the impact of our OPT renovation capital project.

D. **Estimate of Savings:**

Estimate of Savings:	General	Federal	Supplemental	Capital Reserve	Other	Total
Personnel:						
(a) Number of FTEs	0	0	0	0	0	0.00
(b) Personal Service	0		0	0	0	\$ 0
(c) Employer Contributions	0		0	0	0	\$ 0
Program/Case Services	0	0	0	0	0	\$ 0
Pass-Through Funds	0	0	500000	0	0	\$500,000
Other Operating Expenses	0	0	0	0	0	\$ 0
Total	\$ 0	\$ 0	\$500,000	\$ 0	\$ 0	\$500,000

E. **Activity Impact** (*Describe the impact on the activity affected including the impact on customers and clients.*):

Loss of state funding would increase pressure on limited private funding that the State Museum is seeking for our new OPT project. Citizens in York county might have a less than expected facility.

F.

Summary of Priority Assessment of Activities – Lowest Priorities	General	Federal	Supplemental	Capital Reserve	Other	Total	FTEs
Activity Number & Name: 1730 – Chapman Cultural Center	0	0	0	3000000	0	\$3,000,000	0
Activity Number & Name: 1736 – Hall of Fame	25000	0	25000	0	0	\$50,000	0
Activity Number & Name: NEW – Aiken Cultural Learning Center	0	0	250000	0	0	\$250,000	0
Activity Number & Name: NEW- Colleton Cultural Center	0	0	285000	0	0	\$285,000	0
Activity Number & Name:	0	0	0	0	0	\$ 0	0
TOTAL OF LOWEST PRIORITIES	\$25,000	\$ 0	\$560,000	\$3,000,000	\$ 0	\$3,585,000	0.00